



SHEET 1 OF 1

Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 7791-0081-25X	SERIAL NO. 09/418,509	
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT		David ROCHON, et al.		
		FILING DATE October 15, 1999		GROUP 2761 (ANTICIPATED)		
U.S. PATENT DOCUMENTS						
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
	AA					
	AB					
	AC					
	AD					
	AE					
	AF					
	AG					
	AH					
	AI					
	AJ					
	AK					
	AL					
	AM					
	AN					
FOREIGN PATENT DOCUMENTS						
		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
<i>TDJ</i>	AO	WO 97/23838	07/03/97	WIPO		
<i>TDJ</i>	AP	WO 99/12115	03/11/99	WIPO		
	AQ					
	AR					
	AS					
	AT					
	AU					
	AV					
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)						
<i>TDJ</i>	AW	H. G. LEWIS, Direct Marketing, Vol. 58, No. 8, Pages 14 and 15, "CRUISIN' DOWN THE "HYPE-ER SPACE" ROAD: HOW TO WRITE COPY FOR THE (GULP!) INTERNET, December 8, 1995				
<i>TDJ</i>	AX	R. RESNICK, Direct Marketing, Vol. 59, No. 12, Pages 52 and 53, "THE CASE FOR "OPT IN" MARKETING ON THE INTERNET, April 1997				
<i>TDJ</i>	AY	Derwent Publications, AN 5956959, XP-002141762, June 1998				
	AZ					
Examiner	<i>Tanner Jean Davis</i>				Date Considered <i>5/24/01</i>	

*Examiner: Initial in evidence is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.